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Backgrounder

The Promotion Company, Inc. – Family Events Brings Extensive Off-Road Event Experience to Off-Road Expo Acquisition.

The Lucas Oil Off-Road Expo, October 8-10, 2010 will fulfill long company goal for West Coast Expansion.

(INDIANAPOLIS) Many of the hundreds of exhibitors at the Lucas Oil Off-Road Expo in Pomona, CA on Oct. 8-10, 2010 are familiar with the new owners of the event. Others will want to know more about the background of the Indianapolis-based firm called The Promotion Company, Inc. – Family Events, a company with a long history in off-road show production and promotion primarily in the Midwest and East.

The Promotion Company, Inc. – Family Events is owned by C. Bruce Hubley who founded the firm in 1976. Company President Mike Moore joined The Promotion Company in 1993 and was promoted to his present position in 2008. The company's staff of 22 has expertise in operations, event production, box office, group sales, marketing, media buying, publicity, promotions, and sponsorship sales and fulfillment.

The firm's involvement in the off-road industry goes back over 28 years when it acquired the 4-Wheel & Off-Road Jamboree Nationals series of shows from Petersen Publishing Company. Since then, Family Events has produced these spectacles every year featuring competition among about every form of off-road vehicles as well as Monster Truck shows and extensive performance marketplaces. The Jamborees specialize in bringing together 4-wheel and off-road participant enthusiasts, parts and accessory vendors, and huge crowds of spectators.

The Promotion Company – Family Events has a long history of involvement with off-road media. Major publications such as *Petersen's 4-Wheel & Off-Road*, *4-Wheeler*, *Off-Road*, *Dirt Sports*, and *Off-Road Industry* have covered and become involved with the Jamboree Nationals Series.

Family Events owns the NMRO—National Mud Racing Organization, which sanctions its members in mud drag racing and the "Mickey Thompson Tough Truck Challenge[®]". In 2010, Family Events will produce five 4-Wheel & Off-Road Jamborees in Springfield, MO, Lima, OH, Bloomsburg, PA, Rochester,

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MN, and Indianapolis, IN. Family Events also owns and produces the Monster Truck Nationals® series of indoor Monster Truck Shows held in fifteen venues across the Midwest in winter months as well as the Monster Truck Thunder Drags®, which will be held in Canfield, OH and Essex Junction, VT in 2010. In all, Family Events will produce over 40 major events this year.

C. Bruce Hubley commented on why acquiring the Lucas Oil Off-Road Expo makes sense for the Promotion Company – Family Events: “We have been in the off-road show production business for decades, and naturally we’ve developed a lot of long and productive marketing relationships with off-road manufacturers, retailers, and media partners. We believe in producing shows that bring active and enthusiastic participants and spectators to see and experience the 4-wheel and off-road lifestyle. That way, our marketing partners can always be assured of reaching their most interested and activated customers. Through the years, these partners have consistently asked us to develop a presence on the West Coast, where many of these businesses are based. So, it just makes a perfect fit both geographically and from a timing standpoint in our schedule to take on this very important show. And because the show is so well established already, we can just quietly come in and maintain very much a *status quo* while we get to know the exhibitors that we haven’t had the chance to work with before, do our homework and then add a little magic to the production. The late Mickey Thompson was a friend of mine. We helped him promote his stadium races. Mickey always told me that I needed to take my program to the West Coast. With this acquisition we are doing just that and more. We hope that this move will help us to achieve our long-term goal of bringing a Jamboree format to the West Coast in the long run.”

Family Events president Mike Moore added, “Since I moved up from General Manager to President in 2008, I have been dedicated to stepping up our team attention to the positive fan, participant, sponsor, and vendor experience at all of our shows as well as actively seeking new acquisitions. We’ve been doing great at both. We’ve grown in the number of events we’ve taken on and in making the long-running ones even better. Our online efforts at www.FamilyEvents.com, www.truckshownation.com, and www.carshownation.com are growing daily as we build communities of enthusiasts who can’t get enough of the latest innovations and products coming out of the aftermarket industry. With this acquisition, we are planning to increase the size of our staff. We could not be happier than to be able to acquire the Lucas Oil Off-Road Expo. It will truly be the crown jewel of our series of events.”

Greg Adler CEO and President of 4Wheel Parts said, “Our company has been serving the off-road marketplace for over 40 years. We’re the nation’s largest distributors of 4x4 parts and accessories for trucks, Jeeps, and SUV’s. Over the years we have enjoyed working with Family Events at many of their

Jamborees and the Truck & Jeep Fests. Since we have a major presence in California, the Off-Road Expo is an extremely important venue for us. We feel very good about Family Events' acquisition of the show. We've always worked well together and are glad to see them bringing their expertise to the West Coast."

Jim Ryan, Ryan Communications Group President said, "I have worked with Bruce Hubley and his team for over 20 years. A number of our clients and business associates have long histories of working with Family Events at their Jamborees and I can give personal testament to the great reputation of their organization. They know what a great show Off Road Expo is and are dedicated to growing the event and supporting the off-road industry. We are excited to work with Family Events and aligning our team, *Dirtsports*, and *Off Road Industry* with them. The Off Road Expo could not have landed into better hands. I am personally excited for Bruce and the Off Road industry!"

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